

1313 Broadway

Concept Plan Review

City Council
May 12, 2020

Concept Plan Review Purpose (§9-2-13 B.R.C. 1981)

- Intended to give the applicant comments from the public, city staff, and Planning Board/City Council early in the process
- No formal action: approval or denial on the application
- Determine a general development plan, including:
 - ✓ Land uses
 - ✓ Arrangement of uses
 - ✓ General circulation patterns
 - ✓ Methods of encouraging alternative transportation
 - ✓ Environmental preservation
 - ✓ General architectural characteristics

Staff Presentation Overview

- **Background** of Proposed Project
- **Built Context** (per Concept Plan Review Criteria)
- **Planning Context** (BVCP Centers, Land Use, Zoning)
- **Key Issues**
 1. Consistency of the Concept Plan with the BVCP
 2. Site Design Considerations: Engineering and Open Space
 3. Building Mass and Scale

Built Context



Broadway

Avenue

University

Proposed Project

- 198 Room Hotel
- Ground Floor Retail/Co-Working
- 100,000 sf = 1.58 FAR
- 25% Ground Level is Open Space
- Interconnected Plaza Space
- Below Grade Parking

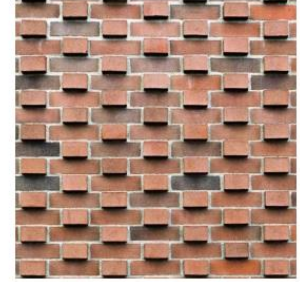
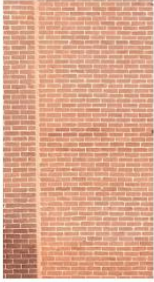


Proposed Project

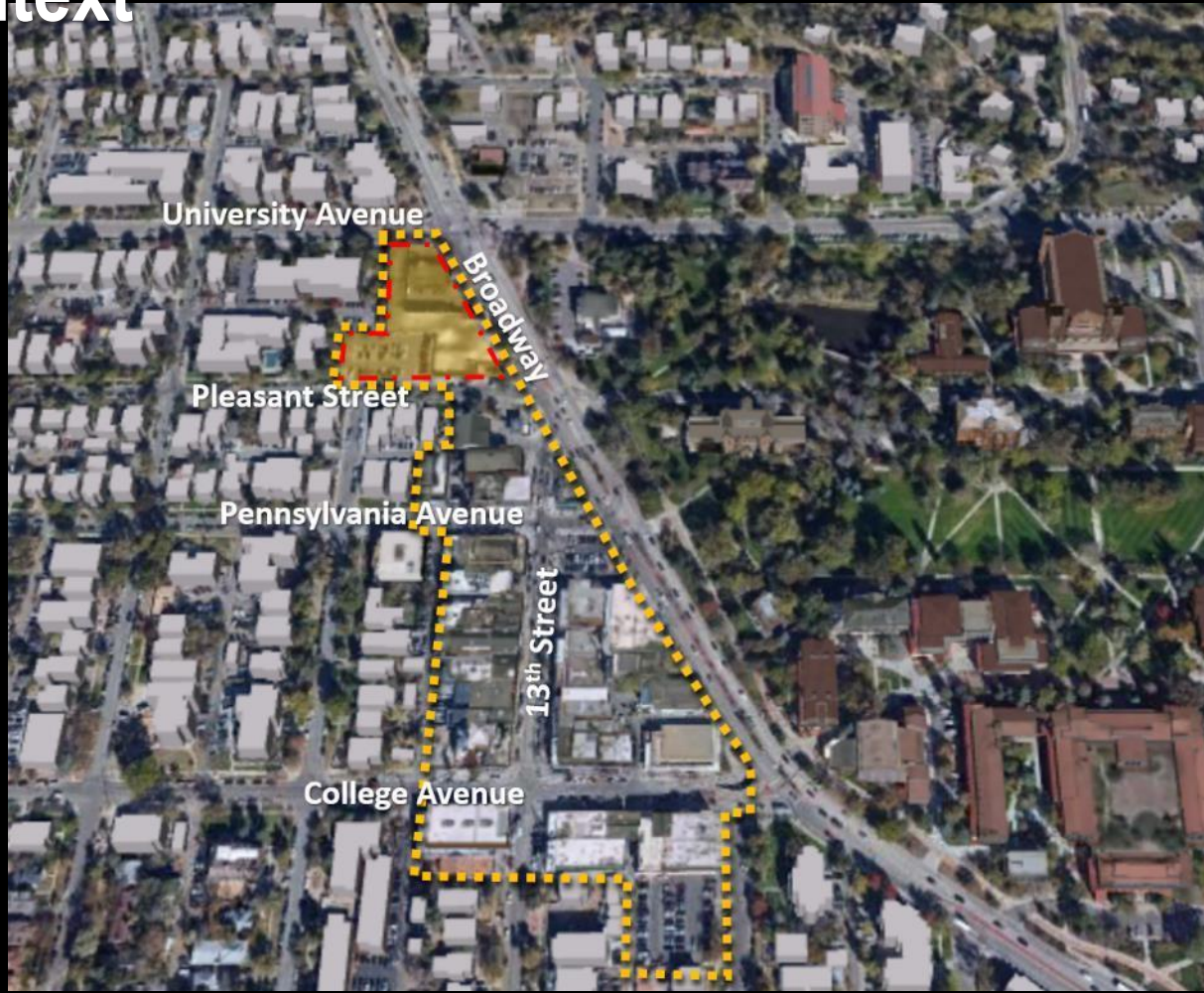
- 2015: public-private partnership
- Modified 2019: private development with the sale of public property
- Conditions on the sale by council LOI
- Land Sale Decision prior to Site Review process
- Land Sale Closing contingent on approval of the Site Plan Review



Proposed Project

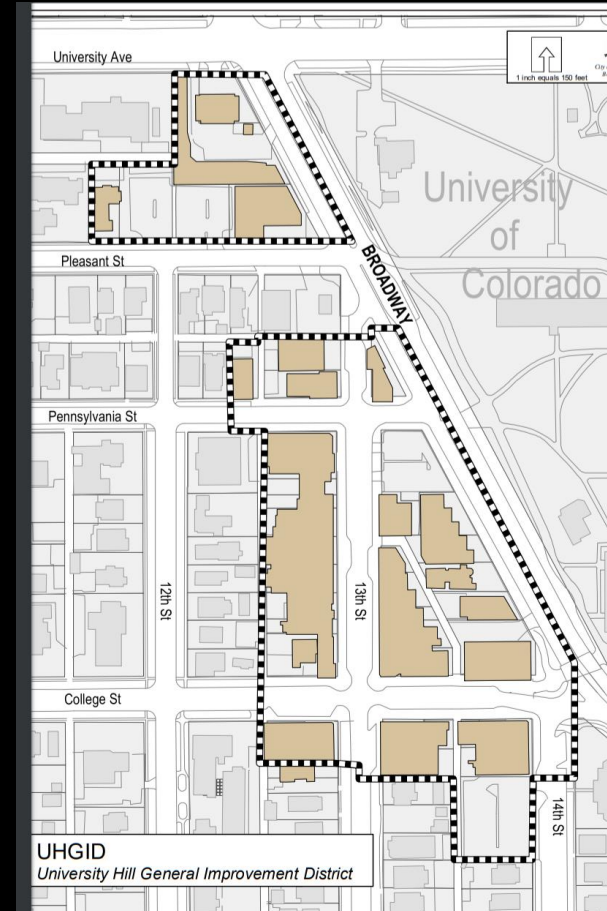


Built Context



University Hill General Improvement District (UHGID)

- Established in 1970
- Business owner/member self-taxing district
- In 1985, scope expanded by ordinance to *“support improvements for robust retail environment”*





Broadway

College Avenue



13th Street

Pennsylvania Avenue

Broadway



12th Street

Pleasant Street

Site

Broadway

University Avenue

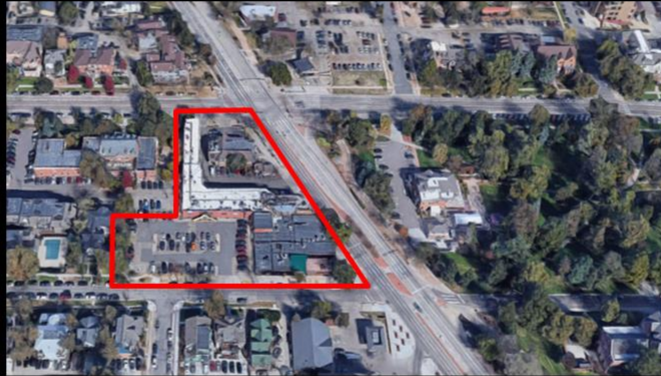
Built Context



Built Context



Koenig Alumni Events Center



University & Broadway



Broadway East of Site



Hale Sciences Building

Built Context



Koenig Alumni Events Center



University & Broadway



Broadway East of Site



Hale Sciences Building

Built Context



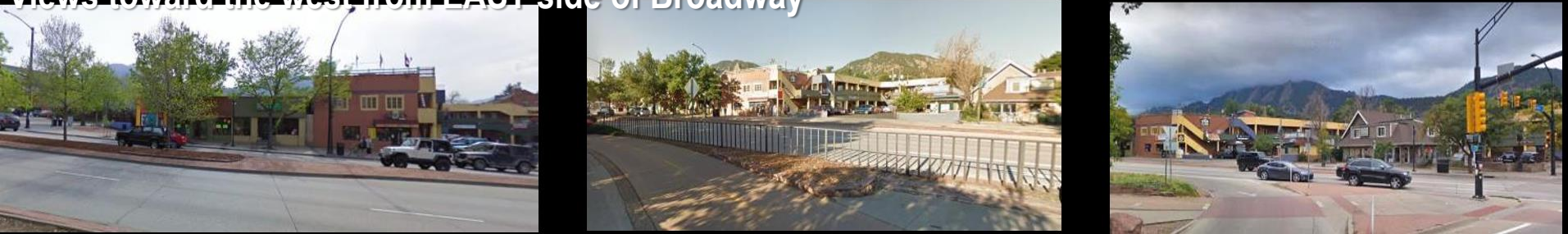
Built Context: Environmental Opportunities and Constraints

Concept Plan Criteria per 9-2-13(g)(6) “Environmental opportunities and constraints including, without limitation, the identification of wetlands, important view corridors, floodplains and other natural hazards, wildlife corridors, endangered and protected species and habitats, the need for further biological inventories of the site and at what point in the process the information will be necessary.”

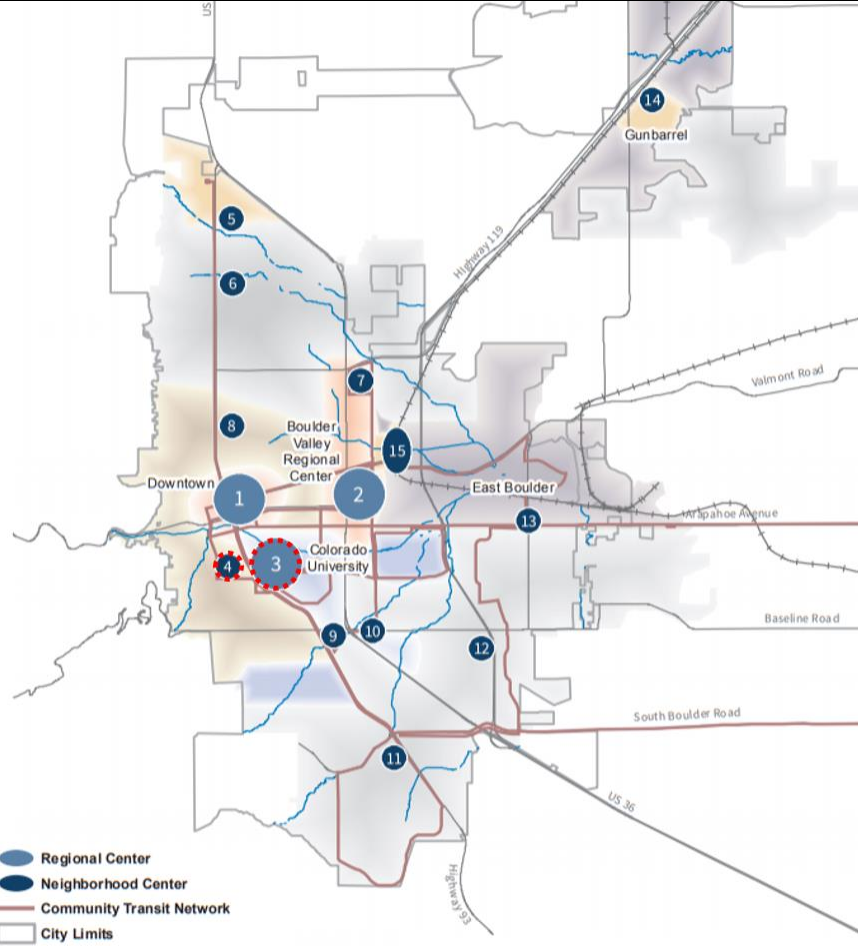
Views toward the west from WEST side of Broadway



Views toward the west from EAST side of Broadway



Planning Context: Comprehensive Plan Regional Centers



4 Centers

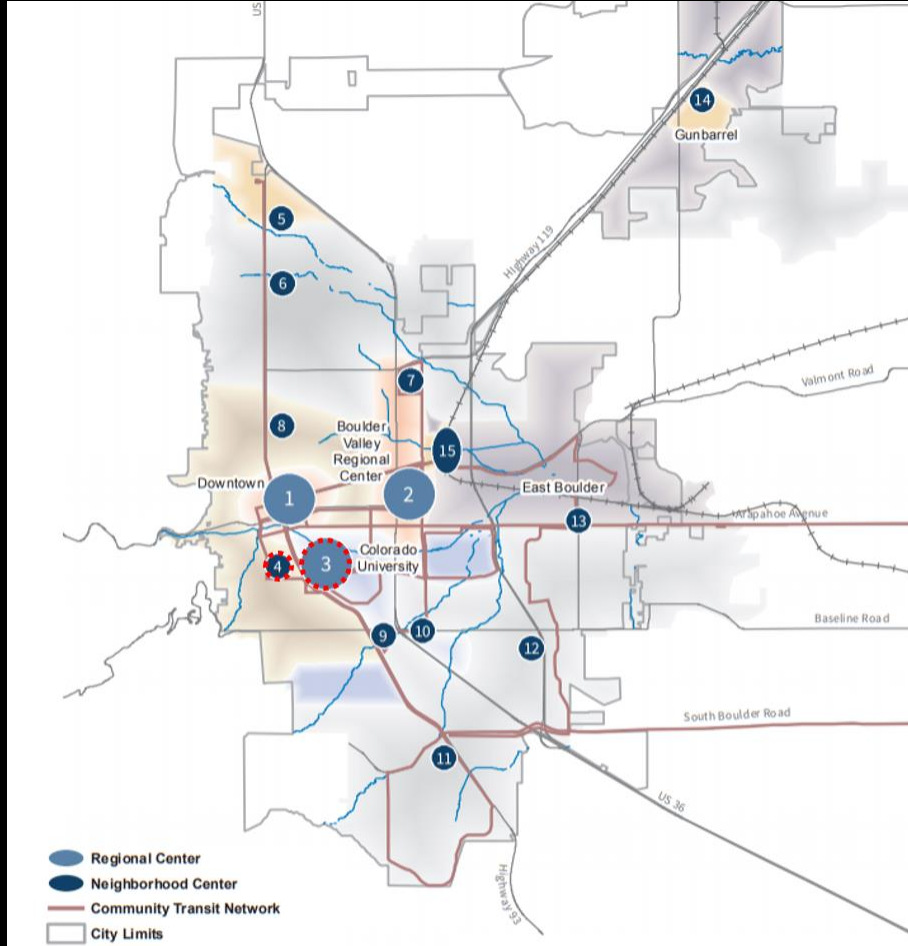
Centers are places where a mix of land use and commercial activities are concentrated.

They are generally places with potential for infill and redevelopment and are higher-intensity compared to established residential neighborhoods. Boulder's commercial, entertainment, educational, civic, neighborhood and regional centers are distributed throughout the community as shown in the City Structure Map in Figure 3-3.

Regional Centers

The city's three regional centers constitute the highest level of intensity. They form a triangle at Boulder's geographic center: Historic Downtown, Boulder Valley Regional Center (BVRC) and the University of Colorado (CU) with the University Hill business district, which also serves as a neighborhood center for the surrounding area. Each regional center provides a distinct function and character, provides a wide range of activities and draws from the entire city as well as the region.

Planning Context: Comprehensive Plan Neighborhood Centers



Neighborhood Centers

The next tier of intensity is neighborhood centers. In addition to serving as neighborhood gathering places, these centers also provide goods and services for the day-to-day needs of nearby residents, workers and students and are easily accessible from surrounding areas by foot, bike and transit. Neighborhood centers contribute to a sense of place and the achievement of walkable (15-minute) places with a mix of uses and range of services.

BVCP Land Use: Mixed Use Business



| | |
|---------------------------------|---|
| Regional Business (RB) | <p>Characteristics and Locations: The two major RB areas of the Boulder Valley are Downtown and the Boulder Valley Regional Center serving the entire Boulder Valley. These areas will remain the dominant focus for RB activity. Street activation and a mix of uses is encouraged as the areas are refurbished.</p> <p>Uses: Consists of major shopping facilities, offices, financial institutions and government and cultural facilities. Housing compatible with the surrounding business character and as a transition to other residential areas will be encouraged and may be required.</p> <p>BVCP Density/Intensity: Most intense of the business categories</p> |
| Mixed Use Business (MUB) | <p>Characteristics and Locations: MUB development may be appropriate and will be encouraged in some business areas. (Generally, the use applies to areas around 29th Street as well as North Boulder Village Center, the commercial areas near Williams Village and other parcels around Pearl, 28th and 30th Streets.) Specific zoning and other standards and regulations will be adopted which define the desired form, intensity, mix, location and design characteristics of these uses.</p> <p>Uses: Consists of business or residential uses. Housing and public uses supporting housing will be encouraged and may be required.</p> |
| General Business (GB) | <p>Characteristics and Locations: The GB areas are located, for the most part, at junctions of major arterials of the city where intensive commercial uses exist (e.g., on Pearl, 28th and 30th Streets). These areas should continue to be used without expanding the strip character already established.</p> <p>Uses: Consists of a mix of business uses. Housing compatible with the surrounding business character and as a transition to other residential areas will be encouraged and may be required.</p> |

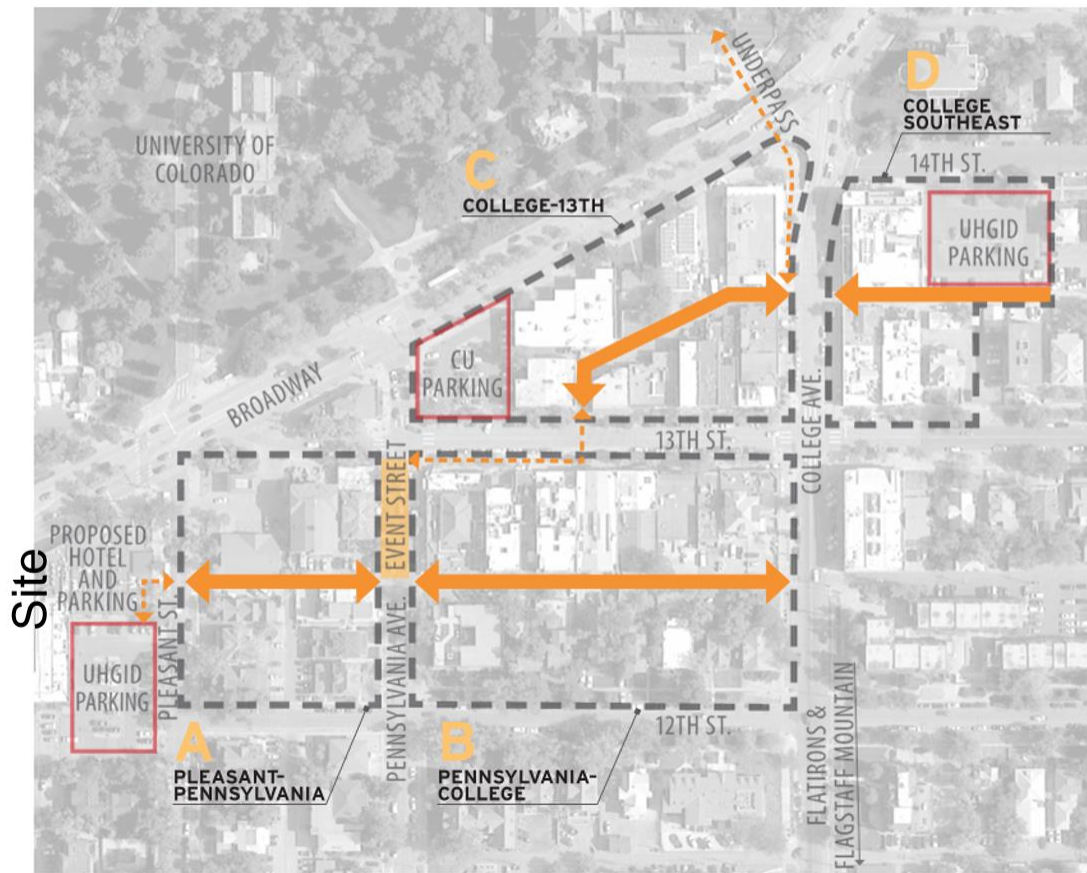
Zoning District: Business Main Street

- (E) Business - Transitional 1 and Business - Transitional 2: Transitional business areas which generally buffer a residential area from a major street and are primarily used for commercial and complementary residential uses, including without limitation, temporary lodging and office uses.
- (F) Business - Main Street: Business areas generally anchored around a main street that are intended to serve the surrounding residential neighborhoods. It is anticipated that development will occur in a pedestrian-oriented pattern, with buildings built up to the street; retail uses on the first floor; residential and office uses above the first floor; and where complementary uses may be allowed.
- (G) Business - Community 1 and Business - Community 2: Business areas containing retail centers serving a number of neighborhoods, where retail-type stores predominate.
- (H) Business - Commercial Services: Commercial areas primarily used to provide to the community a wide range of retail and commercial uses including repair, service, and small-scale manufacturing uses and where complementary uses may be allowed.



Hill Reinvestment Strategy: Alley Enhancements

Alley Network and Context



Project Background

The University Hill Commercial Area represents a small, four block area which lies between neighborhoods to the west and the University of Colorado Campus. Businesses and services in the area have historically been student-oriented and the area has a character unique from other commercial areas in Boulder which reflects this.

Alleys within the University Hill Commercial Area are narrow and intensively used by commercial as well as residential properties. Over time, these spaces have become areas for vehicle movement, waste storage and collection, deliveries, as well as functioning as utility corridors. This intensive use has resulted in visual clutter, created barriers to movement and detracts from the potential of the area to become a safe, appealing and inviting community amenity used by a broad demographic.

This document examines an approach to improve the alley corridors to more efficiently utilize the spaces and create a safer, more inviting and vibrant commercial area.

Alley Connections

4 blocks define the alley segments and only include alleys bordered by commercial uses:

- **Alley A** - Connections to the University Hill Event Street and the Proposed Hotel at Pleasant St.
- **Alley B** - Connection to the University Hill Event Street and College Ave.
- **Alley C** - Connections to 13th St. retail and services and College Ave. underpass to CU Campus
- **Alley D** - Connection to College Ave. underpass to CU Campus and UHGID managed parking to south

Alley Character

- Alley adjacencies to commercial and residential parcels throughout alley network
- Narrow alley R.O.W. throughout network (15')
- Intensive use of back-of-house areas primarily for parking
- Frontage to parking areas for businesses and residences
- Frontage to back-of-house operations of businesses and residences
- Delivery and waste disposal vehicular traffic

Adjacencies and views

- Connections to regional circulation on Broadway
- Connections to residential neighborhoods to the west
- Views of Flatirons and Flagstaff Mountain

Pleasant to Pennsylvania Concept



1



2



3



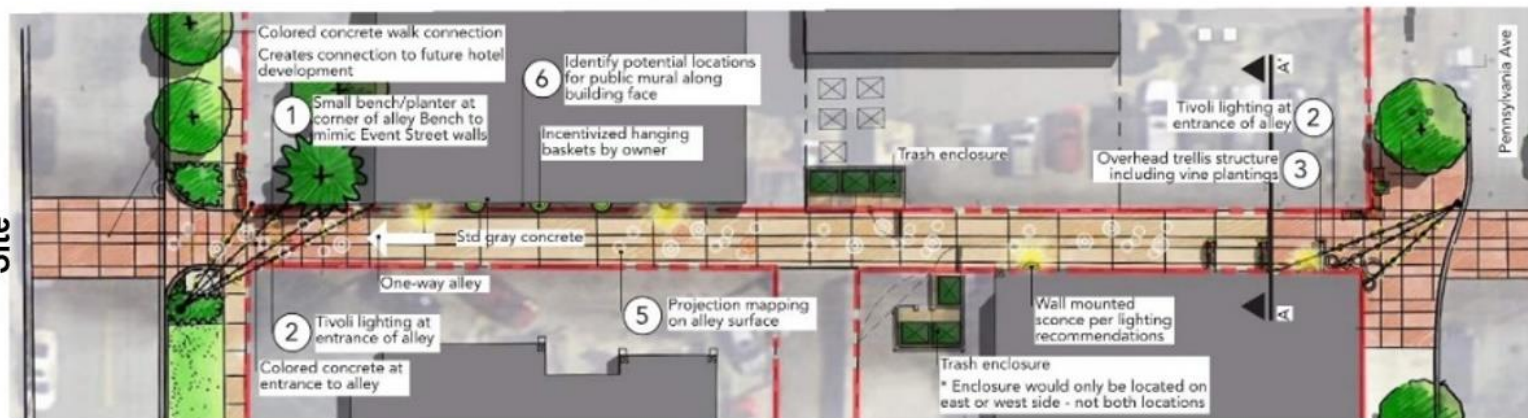
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5



Subject Site



6





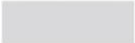









Key Issue 1: Consistency with Comprehensive Plan for the Central Area

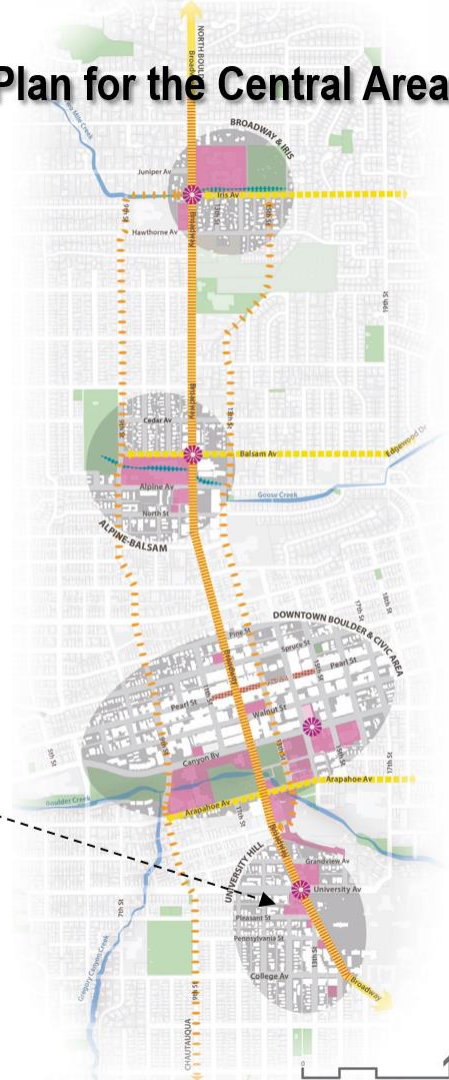
| BVCP Policy | Excerpt from BVCP |
|-------------------------------|--|
| 2.20 Role of the Central Area | <i>"Boulder's Central Area will continue as the regional service center of the Boulder Valley for office, retail, financial, governmental, civic, cultural and university activities. As such, it will remain the primary activity center and focal point of the Boulder Valley. The Central Area includes distinct, interrelated centers such as the Downtown Business District, Civic Area, University Hill and Boulder Valley Regional Center...A variety of land uses surround the centers and complete streets and multimodal transportation alternatives provide direct connections between them. (...)"</i> |



Key Issue 1: Consistency with Comprehensive Plan for the Central Area

Legend

-  Pearl Street Pedestrian Mall
-  Creeks
-  Ownership parcels
-  Building Footprints
-  Existing Parks & Openspace
-  Existing Agriculture
-  Opportunity Sites
-  Increase North-South Mobility, Connection & Pedestrian Experience
-  Transit & Mobility Enhancements
-  Flood Mitigation & Green Infrastructure
-  Improve Bicyclist Experience
-  Improve East-West Connections



Key Issue 1: Consistency with BVCP Land Use Plan & Policies

BVCP Policy

Excerpt from BVCP

2.24 Commitment to a Walkable & Accessible City

"The city will promote the development of a walkable and accessible city by designing neighborhoods and mixed-use business areas to provide easy and safe access by foot, bike and transit to places such as neighborhood centers, community facilities, transit stops or centers and shared public spaces and amenities (i.e., 15-minute neighborhoods). The city will consider additional neighborhood centers or small mixed-use retail areas where appropriate and supported by the neighbors they would serve. In some cases, the definition of mixed use and scale and character will be achieved through area planning. "

University Avenue

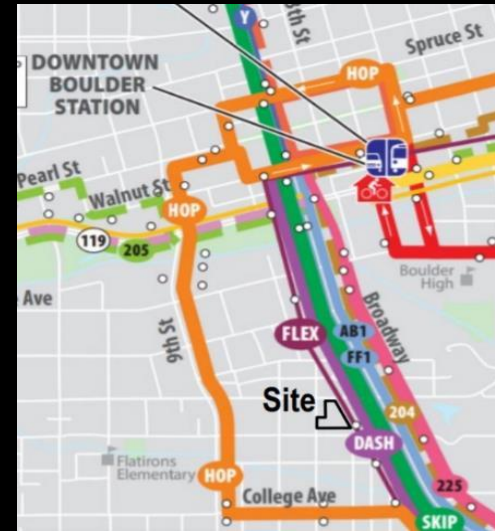


Pleasant Street

12th St.

Key Issue 1: Consistency with BVCP Land Use Plan & Policies

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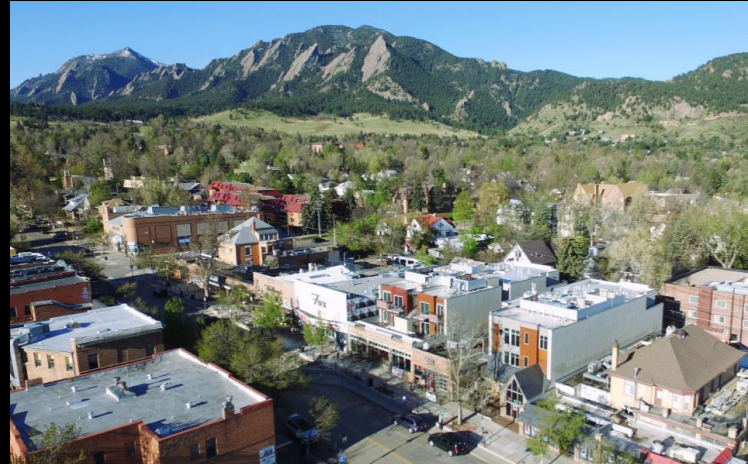
BVCP Policy

Excerpt from BVCP

5.01 Revitalizing Commercial & Industrial Areas

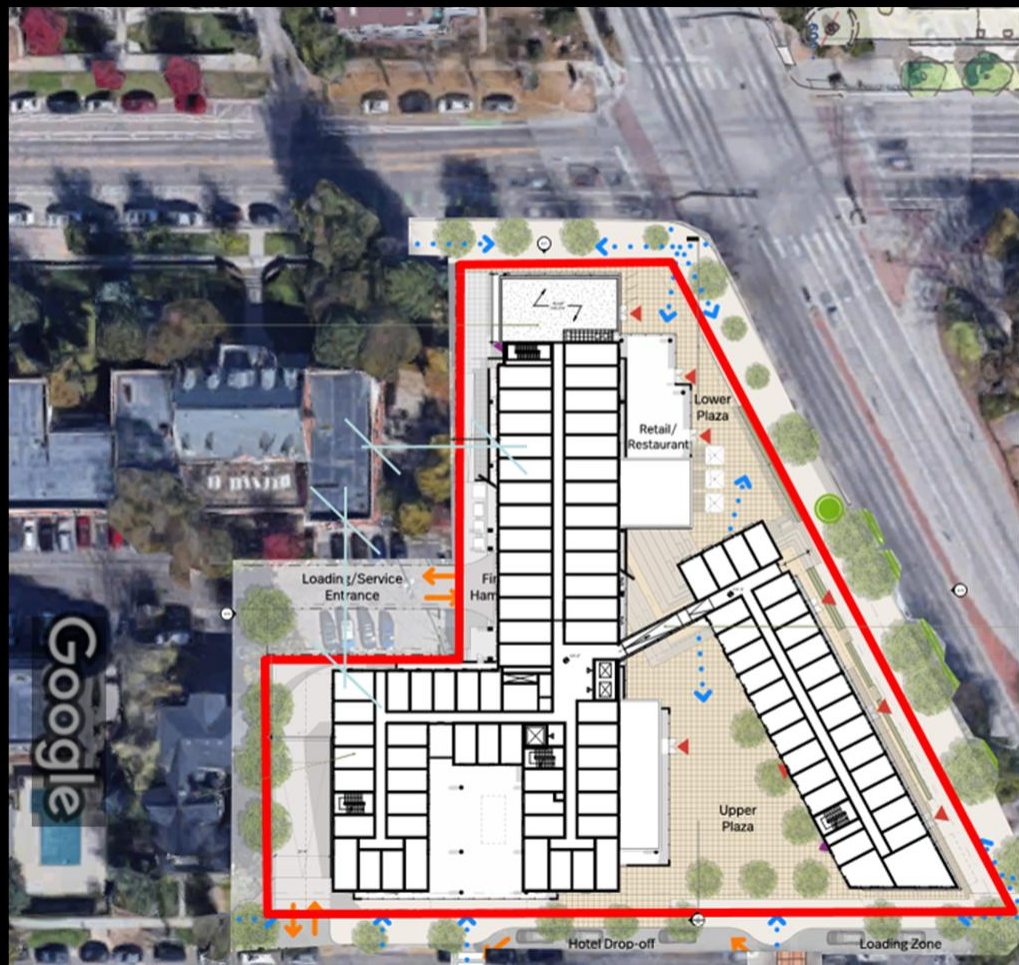
The city supports strategies unique to specific places for the redevelopment of commercial and industrial areas. Revitalization should support and enhance these areas, conserve their strengths, minimize displacement of users and reflect their unique characteristics and amenities and those of nearby neighborhoods. Examples of commercial and industrial areas for revitalization identified in previous planning efforts are Diagonal Plaza, University Hill commercial district, Gunbarrel and the East Boulder industrial area.

The city will use a variety of tools and strategies in area planning and in the creation of public/redevelopment and minimize displacement and loss of service and retail uses. These tools may include, but are not limited to, area planning with community input, infrastructure improvements, shared parking strategies, transit options and hubs and changes to zoning or development standards and incentives (e.g., financial incentives, development potential or urban renewal authority).



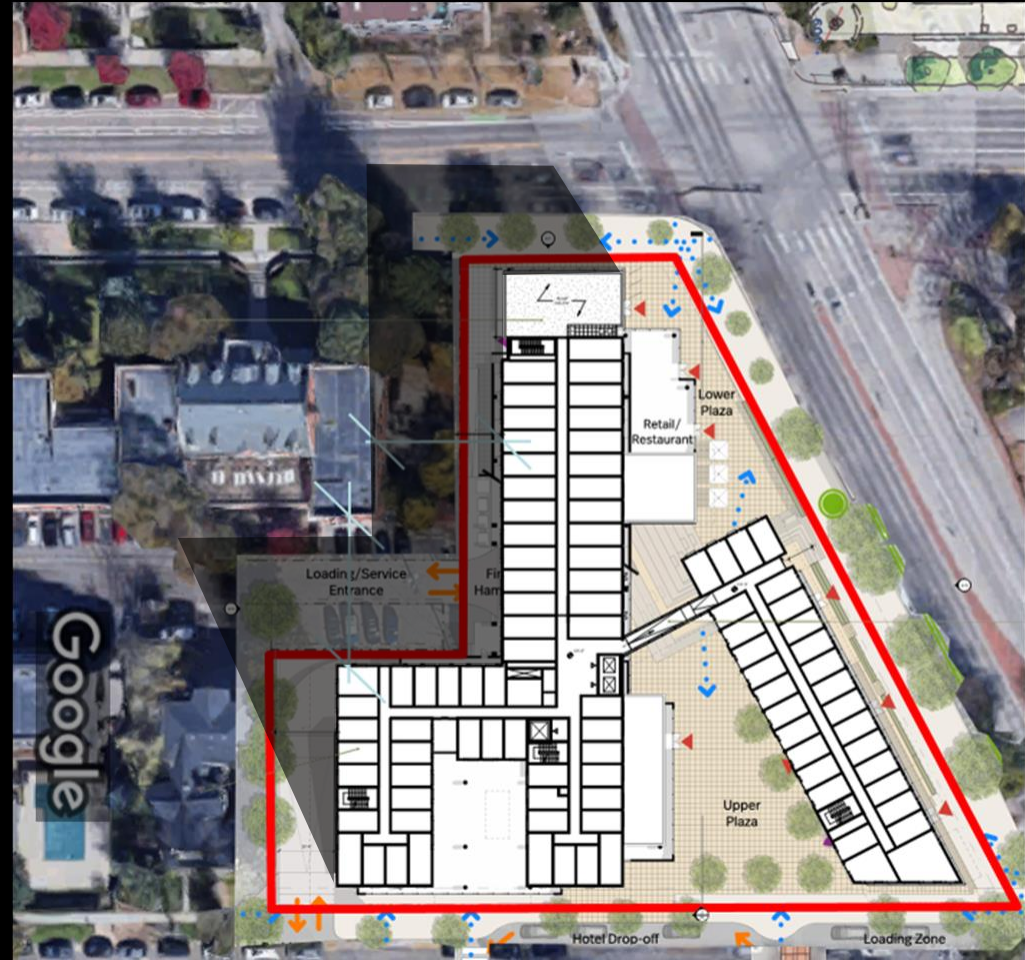
Key Issue 1: Consistency with BVCP Land Use Plan & Policies

| BVCP Policy | Excerpt from BVCP |
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| 2.41 Enhanced Design for Private Sector Projects | <p><u><i>"c. Relationship to the public realm. Projects should relate positively to public streets, plazas, sidewalks, paths and natural features. Buildings and landscaped areas—not parking lots—should present a well-designed face to the public realm, should not block access to sunlight and should be sensitive to important public view corridors. Future strip commercial development will be discouraged."</i></u></p> |



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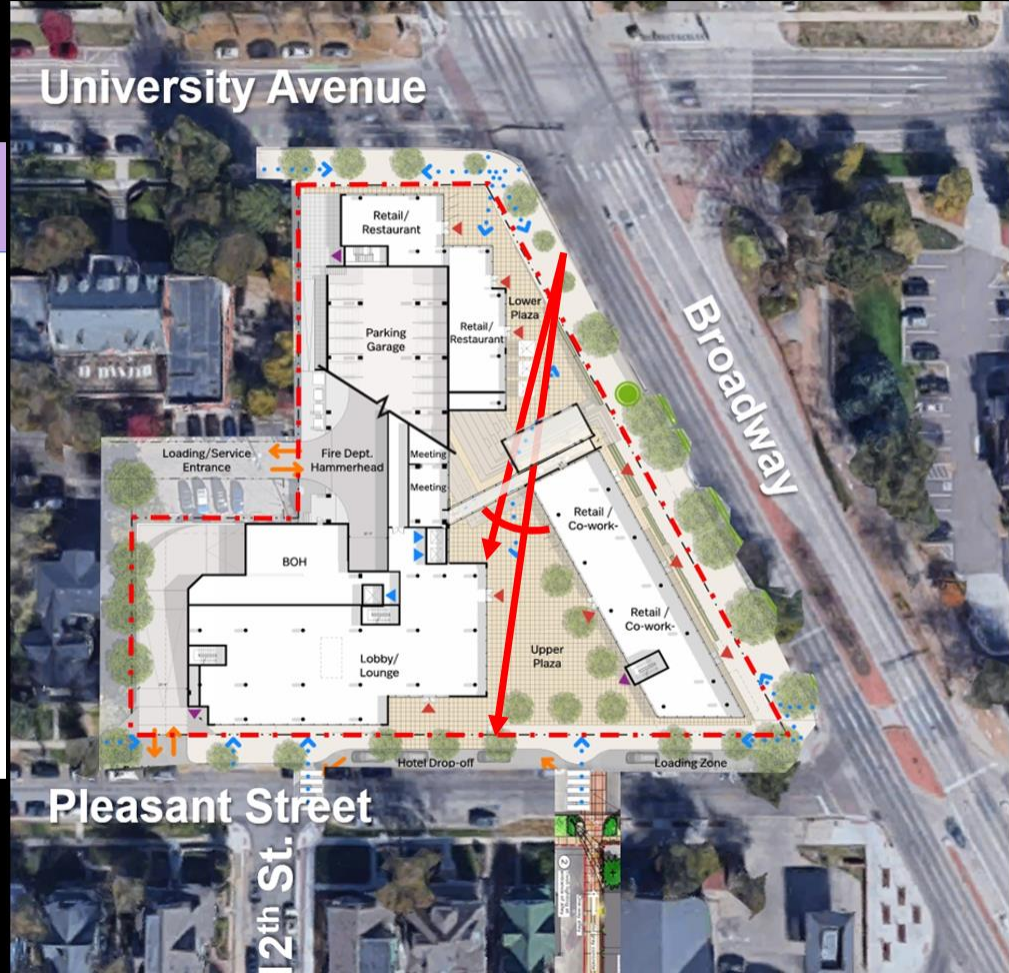
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Excerpt from BVCP

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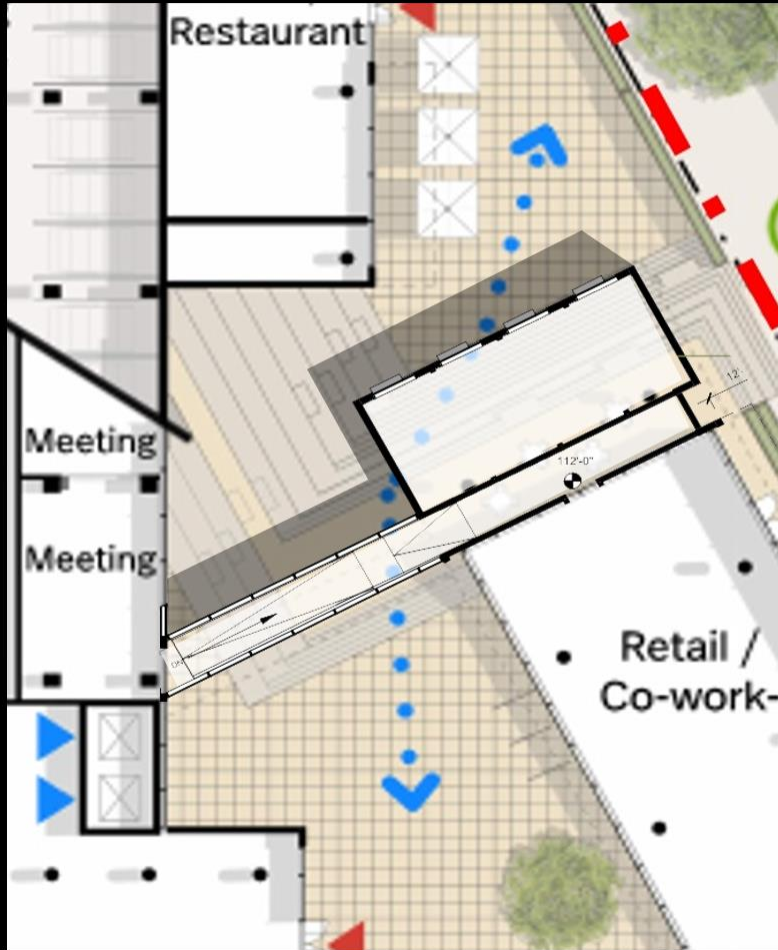
"h. Permeability. Create permeability in centers with a mix of semi-public and public spaces that are connected visually for intuitive navigation. Include civic and cultural uses as well as outdoor seating, shade trees, and green spaces in the public spaces to create a unique identity and sense of place. Project should provide multiple opportunities to walk from the street into projects, thus presenting a street face that is permeable. Where appropriate, they should provide opportunities for visual permeability into a site to create pedestrian interest."



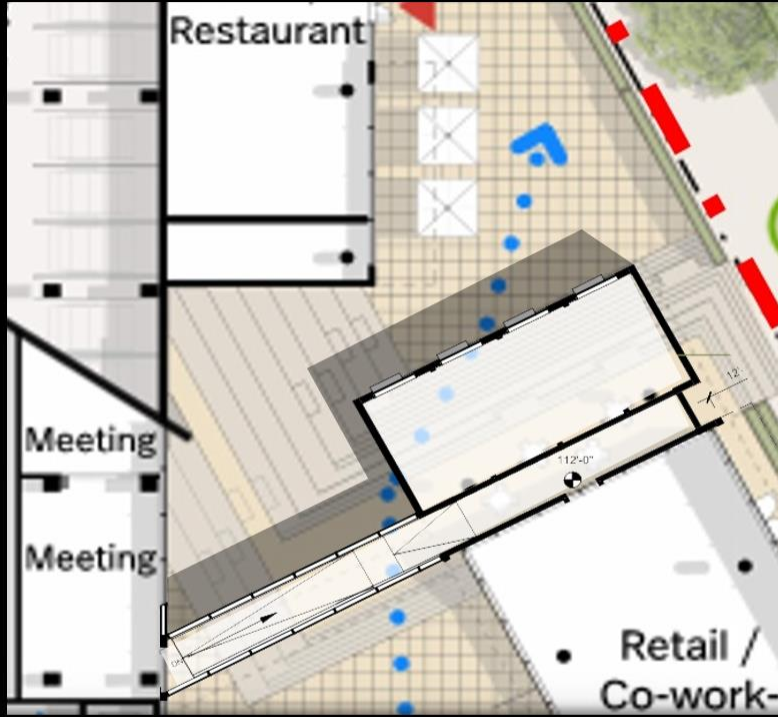
Key Issue 2: Site Design Considerations for Open Space



Key Issue 2: Site Design Considerations for Open Space



Key Issue 2: Site Design Considerations for Open Space



Key Issue 3: Building Mass and Scale Considerations

Intersection of Broadway and University Ave.
Looking South



Key Issue 3: Building Mass and Scale Considerations

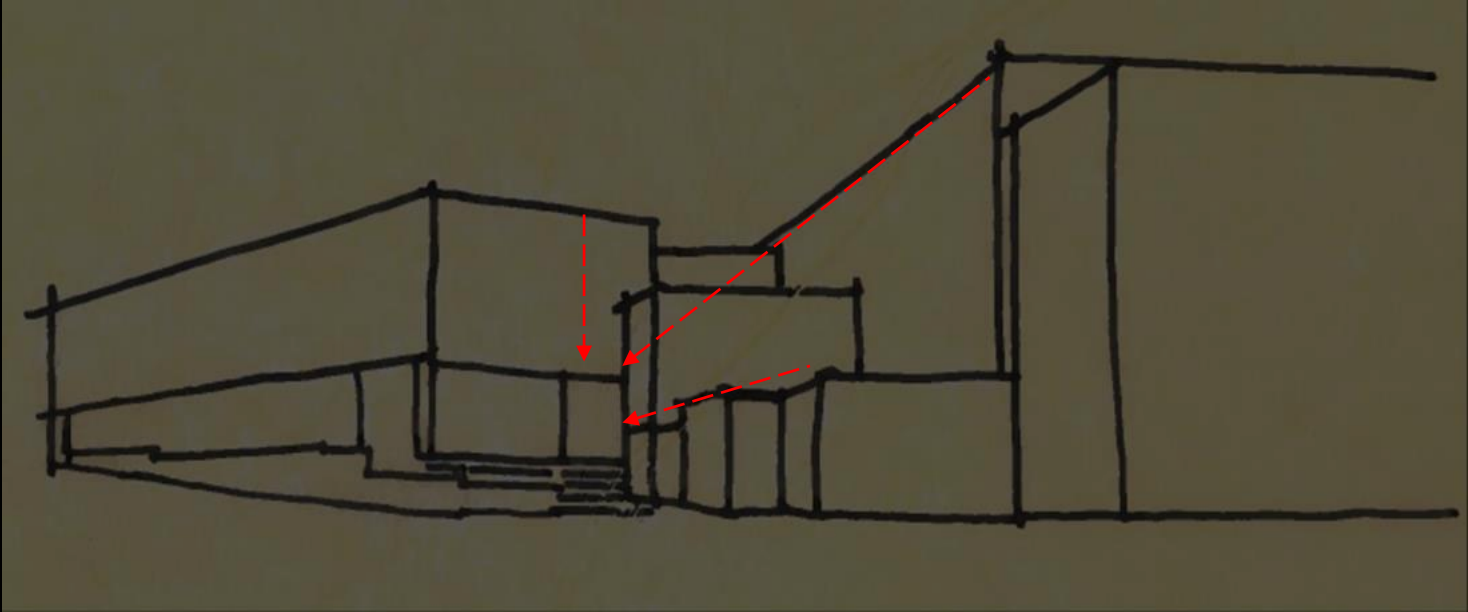
Intersection of Broadway and University Ave.
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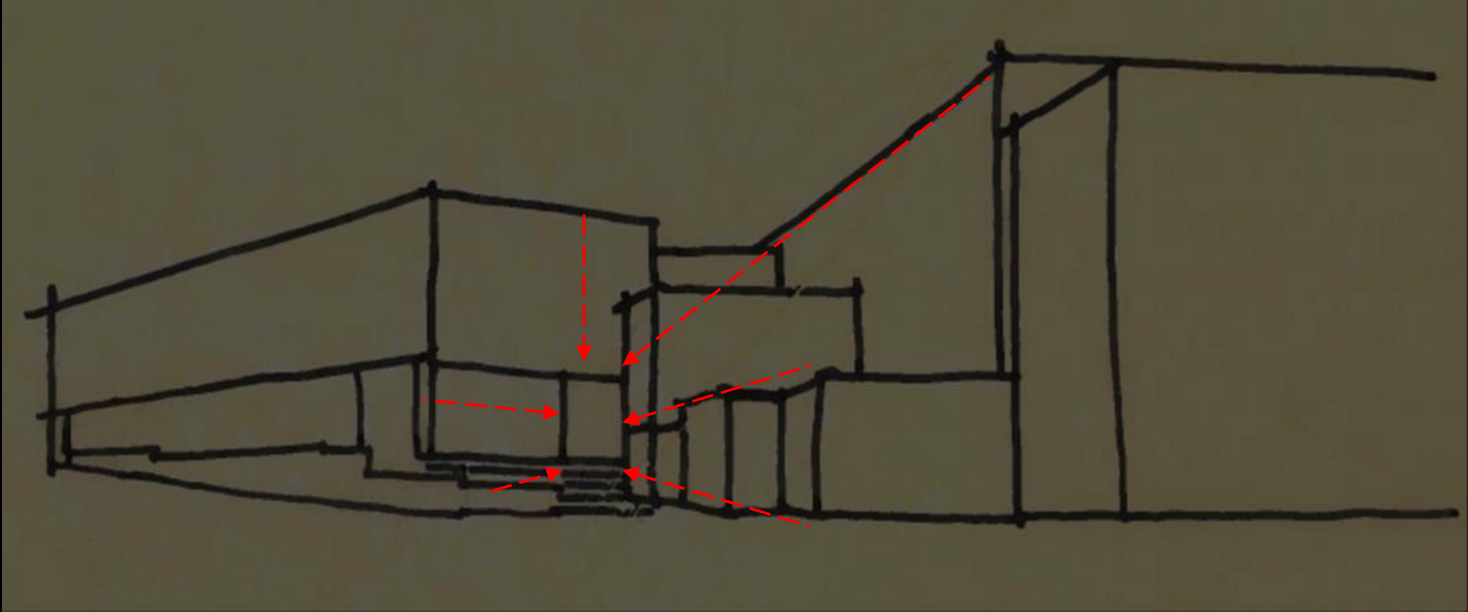
Key Issue 3: Building Mass and Scale Considerations



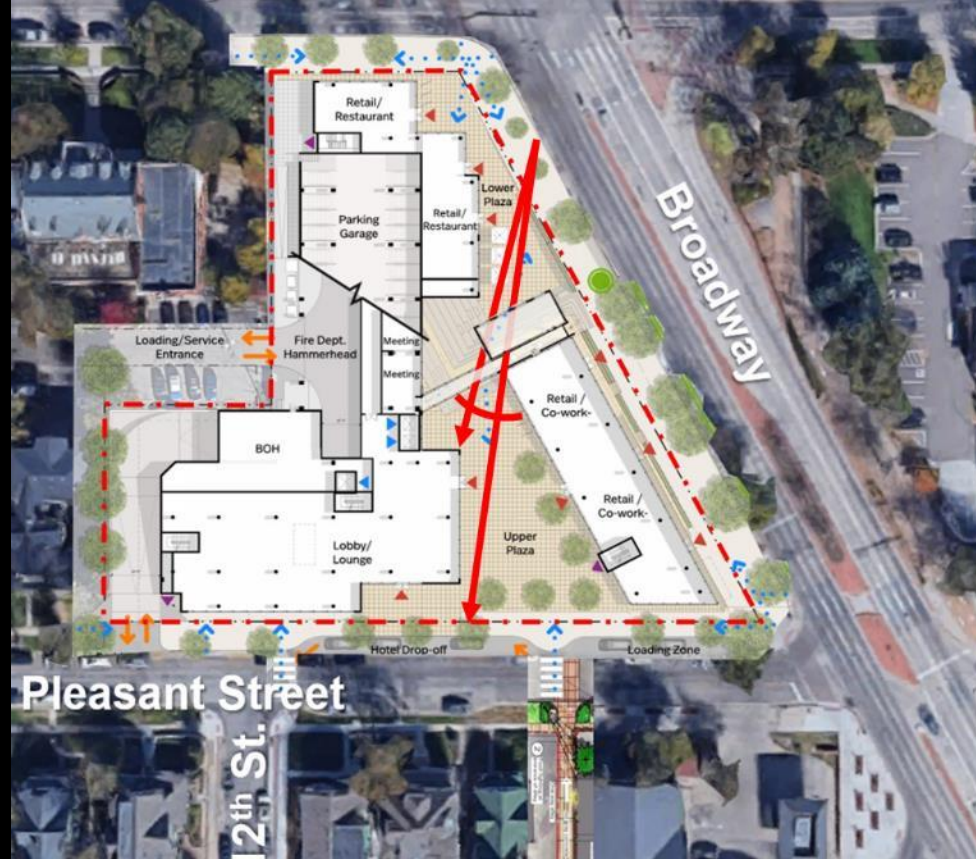
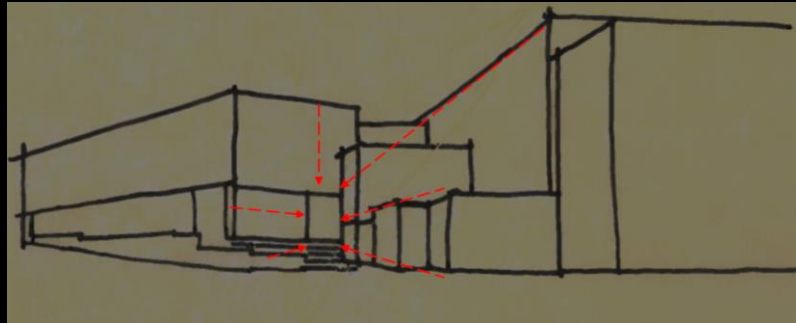
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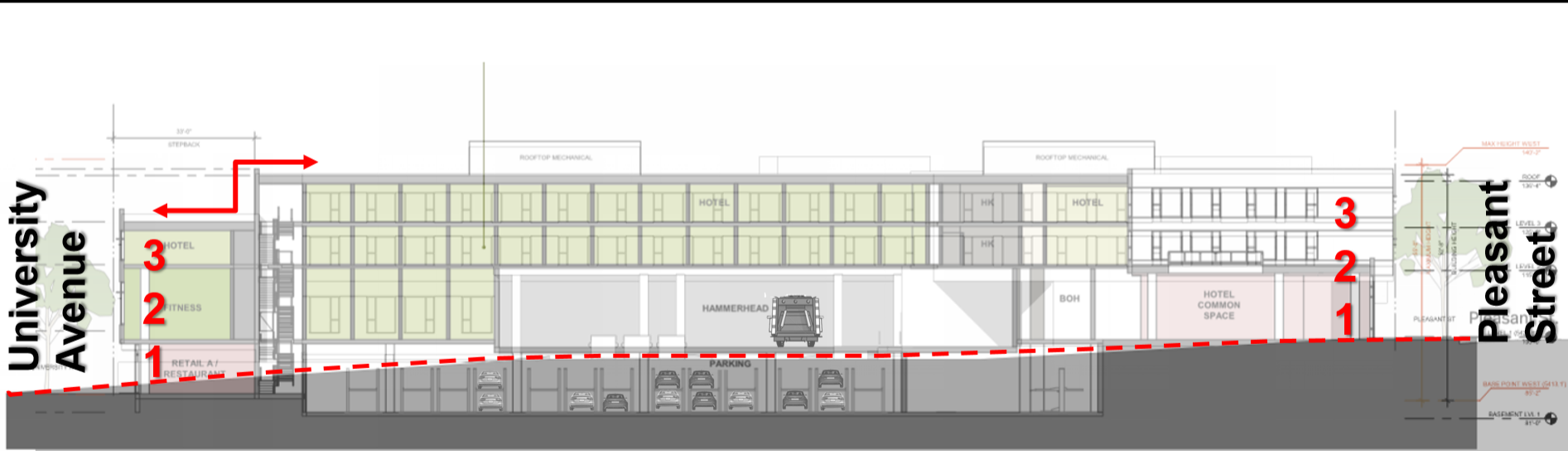
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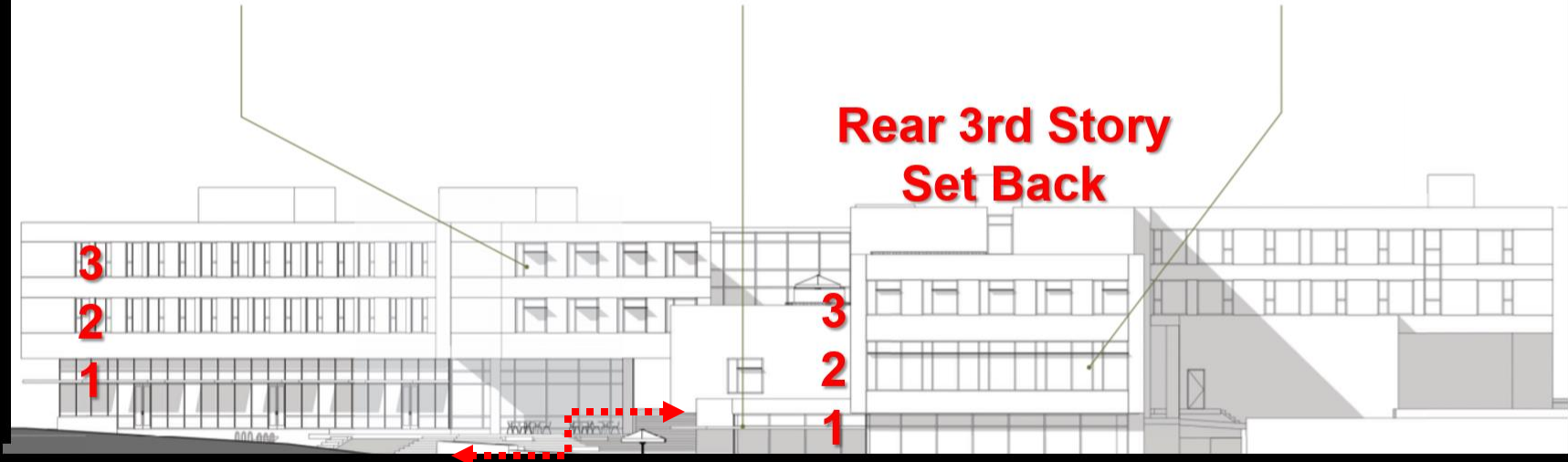


Key Issue 3: Building Mass and Scale Considerations



West Elevation and Section

Key Issue 3: Building Mass and Scale Considerations



North/Northeast Elevation

Key Issue 3: Building Mass and Scale Considerations



NEXT STEPS

- Using the Staff, Neighbor, Planning Board and City Council feedback, the applicant will refine the plans and proceed to Site Review.
- City will continue to negotiate a real estate transaction for the Pleasant Street parking lot for City Council consideration acting as the Board of Directors of the University Hill General Improvement District.

Questions for Staff?

Key Issues

- 1. Consistency of the Concept Plan with BVCP Policies**
- 2. Site Design Considerations: Open Space Refinements**
- 3. Building Mass and Scale Consideration**

Public Notification

(§9-4-3 B.R.C. 1981)

- Required public notice was given in the form of written notification
- A sign was posted on the property for at least 10 days on the property.
- Public Notices were published in “News From City Hall” on the Daily Camera Newspaper website.
- Therefore, all notice requirements of [section 9-4-3](#), “*Public Notice Requirements*,” B.R.C. 1981 have been met.
- Three public comments were received: two in email form, one via phone call.
- At the Planning Board hearing three members of the public voiced opposition to the proposal; two voiced support.